

# Implement & Tractor

The business magazine of the farm and industrial equipment industry

DECEMBER 1985

**Parts Managers Told to Watch Costs** page 20



## Pioneer Technology's Seed Computer Wins I&T Design Competition

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A Look Inside the  
Allied-White Deal  
page 14

## IMPLEMENT & TRACTOR

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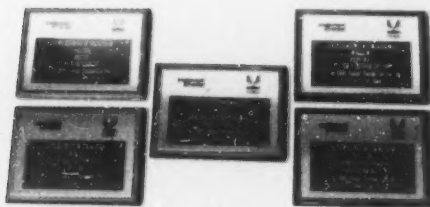
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# Implement &Tractor

The business magazine of the farm and industrial equipment industry.

December 1985 • Vol. 100 • No. 14



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- 8: The 1985 I&T Design Awards.** Profiles on the products that were selected in our second shortliner design awards competition.
- 12: Big Changes in Business Coverages.** Hurt by court decisions in liability cases, insurers are making adjustments in their policies. Be prepared for significant cutbacks.
- 14: New Bosses at White Farm Equipment See Stable Future with Allied.** In an exclusive interview with I&T, executives of White Farm Equipment Co. and Allied Products Corp. discuss the future with White out of bankruptcy and in the Allied fold.
- 16: There's No Business Like Niche Business.** Tractor makers play to specialized markets with new versions.
- 18: Handle Complaints by Listening.** A report of responses from the For Dealers Only survey on handling customer complaints.
- 20: The Davis Report: Factory Service Too Darn Costly.** The FIEI parts committee hears the latest analysis of their operations.
- 22: The Big 6.** Deutz-Allis's Roy Uelner takes a look at half a dozen central issues affecting the industry's future.
- 25: Deutz-Allis Parts Program Goes After 'Will Fit' Sales.** The Value Line program from D-A will expand to filters and possibly other products.
- 30: Factories Find Frustration in Building Computer Networks.** Grand plans abound for getting every dealer computerized inside and out. But planners find it's not easy to get machines, and people, to talk to each other.

**On the cover...**The sensor portion of Pioneer Technology's seed computer, winner of I&T's 1985 Design Awards.

### DEPARTMENTS

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## October U.S. Retail Sales Soft; Smaller Tractors Only Highlight

Tractor sales through the first 10 months of 1985 stand about even in terms of total units, according to the flash report of the Farm & Industrial

Equipment Institute, but the strength has been concentrated in the under-40 and the 40-99 horsepower brackets. October

volume was off sharply for over-100-hp, two-wheel-drive tractors as well as for all implement groups reported.

|                                    | Unit Retail Sales |        |             |                 |         |             |
|------------------------------------|-------------------|--------|-------------|-----------------|---------|-------------|
|                                    | October           |        | Pct. Change | January-October |         | Pct. Change |
|                                    | 1985              | 1984   |             | 1985            | 1984    |             |
| Farm Wheel Tractors:               |                   |        |             |                 |         |             |
| 2-wheel drive                      |                   |        |             |                 |         |             |
| Under 40 hp                        | 4,559             | 4,428  | + 3.0       | 50,710          | 44,591  | + 13.7      |
| 40-99 hp                           | 3,550             | 3,441  | + 3.2       | 32,988          | 32,833  | + .5        |
| 100-139 hp                         | 480               | 1,195  | - 59.8      | 6,438           | 8,275   | - 22.2      |
| Over 140 hp                        | 781               | 1,856  | - 57.9      | 8,770           | 12,271  | - 28.5      |
| Total 2-wheel drive                | 9,370             | 10,920 | - 14.2      | 98,906          | 97,970  | + 1.0       |
| 4-wheel drive                      |                   |        |             |                 |         |             |
| Under 200 hp                       | 103               | 101    | + 2.0       | 739             | 1,266   | - 41.6      |
| Over 200 hp                        | 138               | 148    | - 6.8       | 1,408           | 2,074   | - 32.1      |
| Total 4-wheel drive                | 241               | 249    | - 3.2       | 2,147           | 3,340   | - 35.7      |
| Total All Tractors                 | 9,611             | 11,169 | - 13.9      | 101,053         | 101,310 | - .3        |
| S-P Combines                       | 1,340             | 2,185  | - 38.7      | 6,248           | 8,751   | - 28.6      |
| Balers (under 200-lb. bales)       | 277               | 409    | - 32.3      | 6,556           | 7,778   | - 15.7      |
| Forage Harvesters (shear-bar type) | 391               | 693    | - 43.6      | 2,147           | 3,085   | - 30.4      |
| Mower-Conditioners                 | 548               | 702    | - 21.9      | 10,359          | 12,216  | - 15.2      |

## Case Production Shift: Two Models To Doncaster, U.K.

J I Case Co., with help in the form of a grant from Britain's Dept. of Trade and Industry, will shift production of two tractor models from its Racine factory to Doncaster, U.K.

Production of combine and cotton picker transmissions, which had been made in the former IH Farmall plant in Rock Island, Ill., will also shift to Doncaster.

Transfer of production is expected to be completed in the fourth quarter of 1986. Tractors involved are the 95-hp model 1896 and the 115-hp 2096. The Doncaster factory was acquired by Case as part of its purchase of International Harvester's Agricultural Equipment Div. early in 1985.

According to London's *Financial Times*, Case expects to invest \$128 million and create about 2,000 jobs in Britain in the next five years. Case officials were said to be looking at the possibility of transferring some production from the U.S. to their plants in France and West Germany.

Shifting production of the

two tractors involves \$58 million and the creation of 300 to 500 jobs at Doncaster, where IH's factory had been closed in 1982.

Last year, Case produced 23,300 tractors in Britain, compared with U.K. outputs of 56,300 units by Massey-Ferguson and 35,900 by Ford Tractor.

## Hesston Posts Loss In Third Quarter

In the third quarter of fiscal 1985, ended Sept. 30, Hesston Corp. had sales of \$38 million and a loss of \$6.6 million, compared with last year's \$40 million in sales and a loss of \$4.5 million. For the nine months, the loss was \$9.9 million on sales of \$122 million, compared with 1984's sales of \$145 million and a \$1.8 million loss.

In this year's third quarter, Hesston accrued \$2.2 million for the cost of moving production from its Woods Div. plants in Illinois to the main facility at Hesston, Kan.

Melvin H. Voth, senior vice-president for finance, has resigned from Hesston. He is

replaced by Guido Orru, a veteran Fiat executive. Hesston is majority-owned by Fiat of Torino, Italy.

## Exports, Imports Off '84 Pace in First 9 Months

For the first nine months of 1985, both imports and exports of farm machinery were off the 1984 pace through the same period, according to the U.S. Dept. of Commerce.

Imports, at \$1.198 billion, were off 12 per cent. Export volume, at \$1.429 billion, was down 17 per cent from the 1984 nine-month level.

Major customers for U.S. products: Canada—\$611 million; Mexico—\$182 million; Australia—\$101 million; Saudi Arabia—\$78 million; France—\$46 million; United Kingdom—\$42 million; West Germany—\$38 million.

Leading sources of imports to the U.S.: Canada—\$322 million; Japan—\$263 million; West Germany—\$171 million; United Kingdom—\$161 million; Italy—\$102 million; France—\$52 million; Netherlands—\$27 million.

## Deere & Co. Buying Versatile Ag

Two leaders in 4WD tractors would merge under an agreement announced Dec. 10 for Deere & Co. to buy the ag machinery division of Versatile Corp.

Deere said it expects to move 4WD production to the Versatile plant at Winnipeg, Manitoba. Deere would also get the Versatile plant at Nobleford, Alberta, which makes drills and cultivators, and the Versatile Credit Corp., which ended 1984 with 6,052 accounts worth \$126 million (Canadian).

No cash amounts were announced, but a source said the buyout amount would include the credit company value and the value of existing factories and distribution facilities—a total exceeding \$200 million in U.S. currency.

Deere said Versatile dealers would retain their identity and product, while Deere dealers would get a "differentiated line of products."

Among Versatile products targeted for Deere are the 200 series of "bi-directional" 4WD tractors, currently including two models of 80 and 100 pto hp.

The buyout agreement requires approvals of U.S. and Canadian government agencies. The companies expect to maintain current employment levels at both firms' facilities. Deere's Waterloo, Iowa, plant would lose assembly of 4WD tractors, but would gain added work building components for the machines assembled in Canada.

## Briefly...

Deere & Co. will be moving toward outsourcing in an effort to circumvent high costs of domestic UAW plants, believes Wertheim & Co.'s Mitchell I. Quain. He thinks write-offs are possible in two areas, components manufacturing and earthmoving equipment, which would reduce book value (now in the low \$30s). "Should book value decline, a fall in the stock is a good possibility," he says.



# AUCTION PRICES OF USED EQUIPMENT

An exclusive I&T monthly report of actual prices paid recently at these leading national wholesale auctions.

*Asterisk beside tractor price indicates highest bid offered on tractors which were not sold.*

## YODER & FREY, INC. Archbold, Ohio October 8, 1985

### INTERNATIONAL HARVESTER TRACTORS

|                                 |        |
|---------------------------------|--------|
| C, (Rough).....                 | 625    |
| H, 1950 (Fair).....             | 575*   |
| M, 1950 (Rough).....            | 775*   |
| M, 1948 (Fair).....             | 600*   |
| Sup. MTA, pkr, 1951 (Fair)..... | 2300   |
| W9, (Rough).....                | 210    |
| Sup. M, 1952 (Fair).....        | 700    |
| 454, 1972 (Fair).....           | 5400*  |
| 460, 1951 (Rough).....          | 1075   |
| 464, diesel, 1974 (Fair).....   | 3400*  |
| 574, ldr., 1974 (Rough).....    | 2800   |
| 666 diesel, 1974 (Fair).....    | 5300*  |
| 756 diesel, 1970 (Fair).....    | 4200   |
| 806, 1964 (Fair).....           | 3300*  |
| 806, 1966 (Fair).....           | 3300*  |
| 966, 1976 (Good).....           | 6250*  |
| 1026, 1970 (Good).....          | 4150   |
| 1066, 1975 (Fair).....          | 5000*  |
| 1206 diesel, 1963 (Fair).....   | 3500*  |
| 1466 diesel, 1973 (Good).....   | 7000*  |
| 1466 diesel, 1972 (Fair).....   | 5700*  |
| 1466 diesel, 1975 (Good).....   | 6400   |
| 1466 diesel, 1972 (Good).....   | 6700*  |
| 1566 diesel, 1971 (Fair).....   | 8750*  |
| 1566 diesel, 1974 (Fair).....   | 8000*  |
| 4100, (Rough).....              | 2800*  |
| 4366 diesel, 1974 (Good).....   | 7750*  |
| 4586 diesel, 1977 (Fair).....   | 11000* |

### ALLIS-CHALMERS TRACTORS

|                               |       |
|-------------------------------|-------|
| C, 1949 (Fair).....           | 550*  |
| WD, 1947 (Rough).....         | 575*  |
| D-15, 1967 (Fair).....        | 1600* |
| 200 diesel, 1972 (Good).....  | 5500* |
| 7060 diesel, 1975 (Good)..... | 7000* |

### JOHN DEERE TRACTORS

|                       |      |
|-----------------------|------|
| 70, 1956 (Rough)..... | 650* |
| 70, 1954 (Fair).....  | 1075 |
| 70, 1955 (Fair).....  | 650  |
| 70, 1956 (Rough)..... | 750* |
| 530, 1959 (Fair)..... | 1750 |

|                                |         |
|--------------------------------|---------|
| 730, 1958 (Good).....          | 1800*   |
| 1010, ldr., (Rough).....       | 700     |
| 1020 diesel, 1973 (Fair).....  | 4100*   |
| 3020, 1967 (Good).....         | 3850    |
| 4010 diesel, 1964 (Fair).....  | 3750    |
| 4020, 1966 (Good).....         | 3550    |
| 4020 diesel, 1966 (Good).....  | 5700*   |
| 4020 diesel, 1964 (Fair).....  | 4500*   |
| 4320 diesel, 1972 (Good).....  | 8250*   |
| 4430 diesel, 1977 (Good).....  | 11,000* |
| 4430 diesel, 1979 (Good).....  | 11,750* |
| 4430 diesel, 1976 (Fair).....  | 8100    |
| 4430 diesel, 1975 (Fair).....  | 9250*   |
| 4620 diesel, 1972 (Fair).....  | 6700*   |
| 4620 diesel, 1973 (Rough)..... | 4900    |
| 4620 diesel, 1972 (Good).....  | 6800*   |
| 7520 diesel, 1972 (Rough)..... | 9000*   |

### MASSEY-FERGUSON TRACTORS

|                               |       |
|-------------------------------|-------|
| 35, 1960 (Fair).....          | 2100* |
| 50, ldr., 1957 (Rough).....   | 1600* |
| 165, 1972 (Fair).....         | 2500  |
| 165, 1968 (Rough).....        | 2450  |
| 165, 1969 (Rough).....        | 2300* |
| 165, 1968 (Rough).....        | 2800* |
| 245, ldr., 1979 (Fair).....   | 6300* |
| 1155 diesel, 1975 (Fair)..... | 4500* |

### CASE/DAVID BROWN TRACTORS

|                                |       |
|--------------------------------|-------|
| 990 diesel, 1962 (Rough).....  | 1400  |
| 930 diesel, 1965 (Fair).....   | 1575  |
| 930 diesel, 1967 (Fair).....   | 2500* |
| 1070 diesel, 1973 (Rough)..... | 2100* |

### FORD TRACTORS

|                                |       |
|--------------------------------|-------|
| 8N, 1944 (Fair).....           | 950   |
| 8N, 1942 (Fair).....           | 950   |
| 8N, 1951 (Rough).....          | 1000* |
| 9N, 1944 (Fair).....           | 825   |
| 600, 1955 (Fair).....          | 1800  |
| 3000 diesel, 1965 (Fair).....  | 3500  |
| 3000 diesel, 1966 (Rough)..... | 2650* |
| 3000 diesel, 1972 (Good).....  | 3600* |
| 3400, ldr., 1970 (Fair).....   | 4600* |
| 3400, ldr., 1972 (Fair).....   | 2975  |
| 4000, 1971 (Fair).....         | 3400* |
| 4400, ldr., 1973 (Rough).....  | 3400  |
| 5000 diesel, 1973 (Good).....  | 4550  |
| 5000, 1970 (Fair).....         | 2675* |

|                                |       |
|--------------------------------|-------|
| 5000 diesel, 1972 (Rough)..... | 3900* |
| 6100 diesel, 1960 (Rough)..... | 1300  |
| 7000 diesel, 1974 (Fair).....  | 5600* |

### DEUTZ TRACTOR

|                    |      |
|--------------------|------|
| D 6806, ldr.,..... | 8500 |
|--------------------|------|

### OLIVER TRACTORS

|                                |       |
|--------------------------------|-------|
| 77, 1950 (Fair).....           | 435   |
| 550, 1960 (Fair).....          | 2200* |
| 70, 1940 (Fair).....           | 300   |
| 1850 diesel, 1967 (Rough)..... | 1800* |
| 1855 diesel, 1973 (Fair).....  | 3800  |
| 1955 diesel, 1972 (Fair).....  | 3800  |
| 1955 diesel, 1972 (Fair).....  | 3450  |
| 2255 diesel, 1973 (Fair).....  | 5200* |

### WHITE TRACTORS

|                                |       |
|--------------------------------|-------|
| 2-85 diesel, 1976 (Fair).....  | 6500* |
| 2-105 diesel, 1977 (Fair)..... | 6500* |

### STEIGER TRACTORS

|                                              |       |
|----------------------------------------------|-------|
| Bearcat diesel, Ser. II, 1975<br>(Good)..... | 8000* |
| Bearcat diesel, Ser. II, 1974<br>(Fair)..... | 6750* |

## JONES FARM EQUIPMENT CO. Dothan, Ala. October 8, 1985

### CASE TRACTORS

|                               |       |
|-------------------------------|-------|
| 1370 diesel, 1973 (Good)..... | 8000* |
| 1210 diesel, 1973 (Good)..... | 2640  |

### MASSEY-FERGUSON TRACTORS

|                                      |       |
|--------------------------------------|-------|
| 1155 diesel, duals, 1975 (Fair)..... | 3800  |
| 1085 diesel, 1975 (Fair).....        | 3400  |
| 1080 diesel, 1970 (Fair).....        | 3300  |
| 282 diesel, 1964 (Excellent).....    | 8500* |
| 275 diesel, 1975 (Fair).....         | 3600  |
| 175 diesel, 1968 (Good).....         | 3550  |
| 165 diesel, 1974 (Rough).....        | 1850  |
| 165 diesel, 1968 (Good).....         | 3150* |
| 135 diesel, 1970 (Fair).....         | 2500  |
| 135 diesel, 1967 (Good).....         | 3500* |

|                              |      |
|------------------------------|------|
| 135 diesel, 1967 (Fair)..... | 2450 |
|------------------------------|------|

### FORD TRACTORS

|                                     |       |
|-------------------------------------|-------|
| 8600 diesel, 1975 (Rough).....      | 2400  |
| 4600 diesel, 1975 (Good).....       | 4100* |
| 4100 diesel, 1969 (Good).....       | 3750  |
| 4000 diesel, 1963 (Fair).....       | 1425  |
| 3000 diesel, 1970 (Good).....       | 3400  |
| 3000 diesel, 1968 (Fair).....       | 2600  |
| 2000 diesel, 1966 (Fair).....       | 2750* |
| 2000 diesel, 1966 (Rough).....      | 2300* |
| 640, 1956 (Rough).....              | 575   |
| 541 diesel, cult., 1958 (Good)..... | 1100* |
| Jub., 1953 (Good).....              | 1500* |
| 8N, 1948 (Fair).....                | 925   |
| 8N, 1948 (Fair).....                | 900   |

### INTERNATIONAL HARVESTER TRACTORS

|                                    |       |
|------------------------------------|-------|
| 784 diesel, cab, 1978 (Good).....  | 5300* |
| 444 diesel, 1970 (Good).....       | 3100* |
| 434 diesel, 1967 (Rough).....      | 1150* |
| B414 diesel, 1963 (Excellent)..... | 2300* |
| B275 diesel, 1960 (Good).....      | 1000* |
| Sup. A, mo., 1954 (Good).....      | 980   |
| Cub, mo., 1949 (Good).....         | 1500* |

### JOHN DEERE TRACTORS

|                                            |         |
|--------------------------------------------|---------|
| 4240 diesel, cab, 1979<br>(Excellent)..... | 10,000* |
| 4230 diesel, cab, 1975 (Good).....         | 8800    |
| 4030 diesel, cab, 1974 (Good).....         | 8400    |
| 4020 diesel, 1965 (Rough).....             | 2800    |
| 2510 diesel, ldr., 1967 (Good).....        | 3000    |
| 3120 diesel, (Good).....                   | 3900    |
| 3120 diesel, (Good).....                   | 3900    |
| 2130 diesel, (Rough).....                  | 2800*   |
| 2030 diesel, 1974 (Good).....              | 5150    |
| 2020 diesel, 1968 (Excellent).....         | 3850*   |
| 2310 diesel, 1962 (Good).....              | 1200*   |
| 50 LP, 1955 (Good).....                    | 600*    |

### LONG TRACTORS

|                              |      |
|------------------------------|------|
| 560 diesel, (Rough).....     | 975* |
| 360 diesel, 1976 (Good)..... | 2200 |

### OLIVER TRACTORS

|                                |      |
|--------------------------------|------|
| 1600 diesel, 1963 (Rough)..... | 775  |
| 1365 diesel, 1975 (Fair).....  | 1800 |

### NOTES:

Prices reported are for individual sales at wholesale on an "as is," "cash and carry" basis. Prices reported are not averages.

### Condition Classifications:

**EXCELLENT:** Engine in perfect condition, 400 to 600 hours of use. Rubber—80% tread remaining, no breaks or cracks. Paint—original and bright. General appearance: excellent.

**GOOD:** Engine in good running condition. Rubber—70% tread remaining, no

breaks or cracks. Paint—original or a good repaint job. General appearance: good over-all.

**FAIR:** Engine possibly in need of a minor overhaul. Rubber—60% tread remaining, some cracking evident in sidewalls. Paint—only fair, weathered and some rust apparent. General appearance: worn, some dents, minor parts (gage covers, etc.) missing or broken.

**ROUGH:** Engine obviously in need of a major overhaul. Rubber—smooth. Paint—scarred, weathered, rusty. General appearance: dents, ruptures, broken parts, loose wires, components (such as lights) broken, missing or inoperative.

**Don't sell too low...  
and don't pay too much...  
stay up-to-date on used equipment values with**

